



LASER FOCUSED ON THE FUTURE

2024 GWCO CONGRESS



Great Western Council  
of Optometry

## SOCIAL MEDIA GUIDE

### Where to tag GWCO 2024 Congress:



@GWCOptometry



@greatwesterncouncilofoptometry

### Use #GWCO2024Congress

Use #GWCO2024Congress whenever posting about the event on any social media channel so attendees can find your posts! Make yourself seen by using the hashtag before the show and engage with attendees during the event.

### Sample Social Posts:

Use your social media posts to promote your presence at GWCO 2024 Congress, new products being unveiled, sponsored education sessions or talks, giveaways or promotions, and more!

- Join us in Portland, Oregon as the industry comes together for GWCO 2024 Congress! Register to join us at <https://gwco.memberclicks.net/2024gwcocongress>
- We're so excited to be a part of #GWCO2024Congress October 17-20! Head to the link in our bio to register and learn how we can help your business succeed this year!
- We're excited to be sponsoring this year's #GWCO2024Congress in Portland, Oregon! Join us for a great opportunity to network, learn, enjoy delicious food, and experience exciting presentations.
- Come join us at GWCO 2024 Congress and stop by our booth!

## Other Content Ideas

### Before, During, and After GWCO 2024 Congress:

Use your social media posts to promote your presence at the event, new products being unveiled, sponsored education sessions or talks, giveaways or promotions, and more. Utilize your business' social media platforms to promote your participation before, during, and after the event. Here are just a few ideas to get you started:

- Use free apps like Boomerang, Layout, Motionleap, Canva, and PowerDirector to create unique graphics, videos, and more that will catch the attention of your followers.
- Create a video from your team inviting customers to join you at GWCO 2024 Congress and highlighting what they're looking forward to at the show.
- Offer a special promotion or giveaway for visitors to your booth who share a picture tagging you and using #GWCO2024Congress
- Share behind-the-scenes content as your team sets up and prepares for the show.
- "Go Live" on Facebook or Instagram from the trade show floor to give a tour of your booth, highlight promotions and events, or answer questions from customers.
- Promote your live beforehand to build excitement and participation.
- Come join us at the GWCO 2024 Congress and stop by our booth!

## Social Media Graphics:

Invite your customers to join you at Congress by posting on your social media channels.

Use the customizable templates to add your company's logo and/or a personalized message to your customers. Include a call to action like "Join Us at #GWCO2024Congress" or highlight a new product you'll feature at the show.

Or take advantage of Ready-to-Post graphics to begin your promotions now! Include a short message in the post text. Each graphic is formatted to best fit the guidelines of the designated social platform.

Download these graphics here: <https://www.gwco.org/2024-congress-media-kit>

# Social Media Graphic Examples (not to scale)

Hex color codes if you would like to use the same colors on your custom posts:

**GWCO Blue: #14313F** | **Laser Red: #D94928** | **Crystal Clear Blue: #7CACB7**

Ready to Post

Facebook 1200x630px



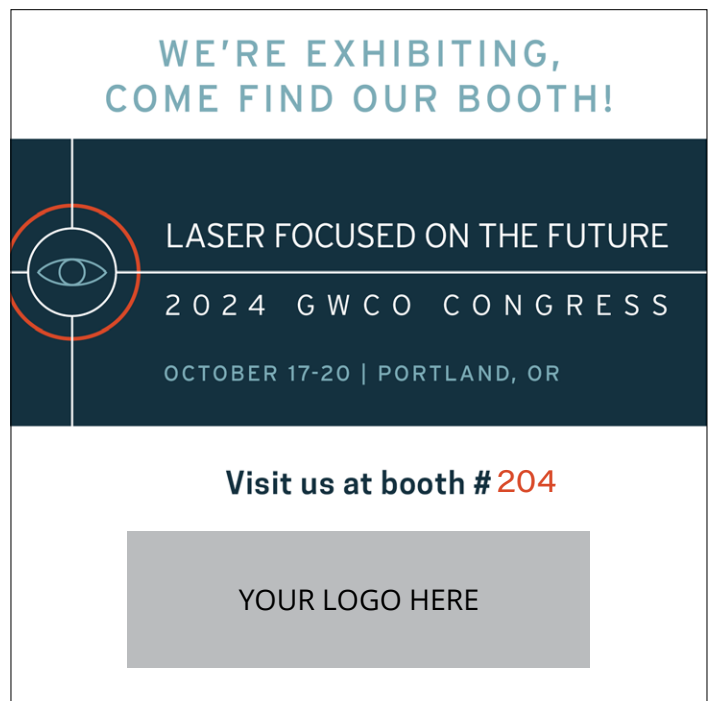
Customizable



LinkedIn 1920x1080px



Insagram 1080x1080px



Generic

Word header & email signature

